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ABSTRACT

An evaluation of Chicago's El Centro de la Causa Library and Information Center was undertaken by the University of Illinois Library Research Center in 1974. Evaluation methods included: (1) a survey of user and nonuser characteristics and attitudes concerning library services; (2) a survey of the needs and information-seeking behavior of people who visited the library; and (3) an analysis of the resources of the library, services offered by library personnel, and in-house user of materials, equipment, and facilities by children and adults. Recommendations for improvement of services to the community are included in the report together with sample questionnaires and data collection forms. (DGC)

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FINAL REPORT

An Evaluation of the El Centro de la Causa Library and Information Center: August 1973 - July 1974

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Research Associate
with the assistance of
Leticia Encarnación
Research Associate

September 1974

This evaluation was performed by the Library Research Center of the University of Illinois, Urbana-Champaign under a contract with the Chicago Public Library.

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PREFACE

We wish to thank the following bilingual interviewers who assisted us in the telephone survey.

Bobby Johnston

Nicolás Linares

Julia Orozco

Arline Thornton Ortiz

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I. INTRODUCTION

Role of the Library Research Center

The Chicago Public Library received $35,000 in LSCA funds and $50,000 in Higher Education Act IIB Library Research and Demonstration Program Funds for the establishment of a library and information center at the east end of the Pilsen community. The library is located in El Centro de la Causa, a community center serving people of Mexican American heritage, situated at 731 West 17th Street. An outside evaluation of the project was desired; Chicago Public contracted with the Library Research Center (LRC) at the University of Illinois to perform the evaluation.

The Library Research Center did not evaluate the use of reading tests as stated in its proposal because the position of reading specialist was eliminated before the library opened. Neither did LRC evaluate the effectiveness of the half-day staff training program given by the Chicago Public Library.

Description of the El Centro de la Causa Library and Information Center

The 70-year-old building which houses El Centro de la Causa is a former parochial school. There is a sign posted on the exterior of the structure: "El Centro de la Causa". But there is no external indication of the existence of a public, community library or mention of any of the other programs available at El Centro.

The first and second floors house a gymnasium and game room. Restroom facilities are locked and in poor condition; one restroom does not have running water in the sink. Classrooms, the administrative offices of El Centro, and the library are located on the third floor. The library is located near the end of the hall in a former classroom which is inaccessible to the handicapped.

The library itself is inviting. Plants and Mexican artwork are attractively grouped about the room. Displays are changed regularly. Bilingual announcements of films shown at El Centro and other events in the Pilsen community are prominently displayed on the walls and bookcases.

The card catalog is accessible to patrons. Author and title cards in Spanish and English are interfiled alphabetically. A large chart on the wall displays the classification scheme for the books, which are color coded by subject areas. No additional classification scheme is used.

Paperbacks, magazines, newspapers, reference, and children's books are shelved in separate locations. Audio-visual equipment is locked in a cabinet behind the librarian's desk. A color television is on a stand about 10 feet from the floor and is operated by remote control.

The library is open during the hours when the El Centro community center is open — from 9:00 a.m. to 9:00 p.m. Monday through Friday. If El Centro closes to celebrate a Latin hol-

iday such as El Cinco de Mayo, the library closes as well.

There is a minimum of red tape to gain borrowing privileges, especially for children, who can register without first obtaining their parent's written permission. No due date is required for loaned materials.

Most of the library staff are bilingual in Spanish and English; two speak English only. All are from the Pilsen community except the librarian.

Design of the Evaluation

The plan of the evaluation was first to survey user and non-user characteristics and attitudes concerning library service for the people in the geographic area served by El Centro de la Causa. Secondly, a survey was made of the needs and information-seeking behavior of the people who visited the El Centro Library and Information Center. Thirdly, an analysis was made of the resources of the library, services offered by library personnel, and in-house use of materials, equipment, and facilities by children and adults. De Prospo, Altman, and Beasley's Performance Measures for Public Libraries[1] was adapted for the in-house evaluation.

Although the El Centro Library and Information Center (hereinafter referred to as the El Centro Library) opened on

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[1]De Prospo, Ernest R., Altman, Ellen, and Beasley, Kenneth E. Performance Measures for Public Libraries. Public Library Association, 1973.

Saturday, August 25, 1973, the evaluation of the effectiveness of the library was not begun until April-July, 1974 when the library was in full operation. There were staffing problems in August and September. A media specialist was not hired until December. Also, there were delays in the procurement of audio-visual equipment for the library.

During this time the library changed the schedule of days it was open. Since El Centro de la Causa was not open on Saturdays, the library decided to close as well due to low attendance. It closed on Saturdays beginning January 1, 1974.

During the one year evaluation, the Library Research Center staff have held meetings and remained in contact with the El Centro librarian. Information obtained from these meetings is detailed in the quarterly reports submitted by the Library Research Center.

II. THE TELEPHONE SURVEY

Originally, LRC proposed to send mail questionnaires to the Chicano community of Pilsen. However, since response to mail questionnaires was expected to be low for this area, LRC decided to use a telephone questionnaire.

Advantages and Disadvantages

As with any data-collecting methodology, telephone surveys have both advantages and disadvantages. The advantages are control of question order, knowledge of respondent's identity, a high response rate (70-90% possible), and low cost (face-

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to-face interviewing is more than three times as expensive as a survey by telephone). The disadvantages are that people may hang up before the interview is completed; a current listing of people living in the area to be surveyed is necessary; and, for the purposes of this study, it was necessary that the interviewers be bilingual. The telephone survey has one other limitation which was particularly relevant to the evaluation of the El Centro Library. According to the 1970 Census, 64% of Chicago's Spanish-speaking households have a telephone available. The comparable percentage for the non-Spanish-speaking in Chicago is 85%. Therefore, the population eligible to be interviewed was distorted. No completely satisfactory solution to this problem could be found; allowances must be made for this in interpreting the data.

It was hoped that some of the data from a house-to-house survey made by El Centro research staff would be available. Unfortunately, the data have not been evaluated and made available to LRC as of this writing; therefore, none can be used.

Sampling Parameters

The source used for telephone numbers was the Street Directory for the City of Chicago compiled by the Reuben H. Donnelley Corporation. Streets are listed with accompanying addresses, surnames, first initial, and telephone numbers. The directory used was the current one, less than one year old.

El Centro de la Causa serves an area with the following boundaries: from 500w to 2400w and from 1600s to 2200s. Streets within the above boundaries were marked off on the city map.

Spanish and non-Spanish surnames were sampled because neither category could be considered mutually exclusive due to marriage. A Latin LRC staff member determined which surnames were Spanish and which names were non-Spanish. It was expected that there would not be as many people of Latin origin with non-Spanish surnames represented in the Pilsen community. Therefore, every twentieth person who had a non-Spanish surname listed in the street directory was called, while every fifth Spanish surname was sampled in the same manner. Commercial addresses were excluded in the counting. Table 1 is a breakdown of residences sampled.

TABLE 1

Total Residences with Telephones in Area Served by El Centro de la Causa

	N	Percent
Non-Spanish surnames	2111	50.2
Spanish surnames	2092	49.8
Total	4203	100%

Telephone calls were made to ninety-nine people with non-Spanish surnames. Of this number, nineteen could not be reached. When this occurred, substitutions of other non-Spanish surnames were not made. Of the nineteen people, six could not be contacted after at least eight call-backs; the other thirteen phone numbers were disconnected or a new resident was assigned the number. Approximately 13% of the non-Spanish surnamed residents had phone numbers no longer in operation.

Eighty people did answer the telephone, however. Two questions were asked of each non-Spanish surnamed respondent -- "Are you or is anyone in your household of Latin origin?" and "Do you or does anyone in your household speak Spanish?" None of the eighty respondents qualified as Spanish-speaking or of Latin origin.

Of the residents with Spanish surnames, a total of 750 people were telephoned. Of this number, 414 answered the questionnaire. It was necessary to substitute names for several reasons (Table 2 lists the reasons). When a substitution was made, the next consecutive name on the list of Spanish surnames was chosen; this process was repeated until a respondent answered the questionnaire.

The large number of names that had to be substituted suggests a high degree of mobility among Spanish surnamed residents in the Pilsen community; 264 (35%) of the 750 phone numbers sampled were either disconnected or that number had been assigned to a new resident.

TABLE 2

Spanish Surnames Sampled

	N	Percent
Answered questionnaire	414	85.2
Refused to answer questionnaire	44	9.0
Called but could not be reached	28	5.8
Total	486	100%

Reason for Substitution (Spanish Surname Only)

	N	Percent
Phone disconnected	183	69.3
New resident, non-Spanish surname	70	26.5
New resident, business	3	1.2
Wrong phone number	8	3.0
Total	264	100%

Table 3 gives a characterization of the entire telephone survey sample.

TABLE 3

Telephone Survey Populations

Group	N	Percent
Spanish surnamed residents	486	64.8
Calls resulting in substitutions	264	35.2
Subtotal	750	100%
Non-Spanish surnamed residents	80	80.8
Unsuccessfull calls to non-Spanish surnamed residents	19	19.2
Subtotal	99	100%
Total Spanish and non-Spanish residences called	849	100%

During the week of March 18-22, 28 pilot telephone calls were made by a bilingual, Latin interviewer. The questionnaire

was revised based upon his recommendations. The main survey took place March 25-April 5. Five bilingual interviewers made the telephone calls from the Library Research Center; three of the five were Latin. The calls were made from 7:00-9:00 p.m. weekdays, and on Saturdays during the day in the hope that more male respondents would be at home. Two people at each residence were eligible to answer the questionnaire.

Analysis of Data from Telephone Survey

The amount of raw data is voluminous. One way of ordering it is to go through each question in the "El Centro de la Causa Telephone Survey" (see Appendix A) using the following breakdown. The first section deals with respondents' knowledge of the existence of the library; the second section analiyzes demographic characteristics; and, the third presents two-way frequency tables.

Section 1 - Knowledge of Existence of El Centro Library

When asked whether they knew of the existence of the library in El Centro de la Causa, 272 (65.9%) of the 414 respondents* did not know while 141 (34.1%) did.

Table 4 lists how respondents learned about the library in El Centro.

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*Totals will vary because not all of the 414 people interviewed answered every question.

TABLE 4

How Respondents Learned about the Library

	N	Percent
From person in neighborhood	35	24.3
Read about it in a newspaper or flier	33	23.0
While visiting El Centro	15	10.4
Other sources*	61	42.3
Total	144	100%

Other Sources	N	Percent
Radio	7	4.8
TV	18	12.5
Through family member	15	10.7
Through school	10	6.8
Through church or public agency	6	4.1
Live near El Centro	2	1.4
Does not know	3	2.0
Total	61	42.3

People learned about the El Centro Library through a variety of sources. About one-fourth read about it in a newspaper of flier while another one-fourth learned of it from a relative or friend in the neighborhood. The radio and tv media accounted for less than 20% as a source of information. Almost half the people learned about the library through personal contact with friends, relatives or through church or school announcements.

When the El Centro Library was opened, it was featured on the Spanish-speaking television channel in Chicago. The library has not had continuous coverage throughout the year.

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*Of the 61 respondents who answered "other sources", the following reasons were offered.

No conclusion can be drawn, though, whether tv and radio would have made more impact than person-to-person contact.

When asked if any other family member had visited the El Centro Library in the last 30 days, respondents answered as follows: 36 (27.5%) yes; 80 (61.1%) no; 15 (11.4%) did not know. Of the 36 family members who had been to the library 23 (64%) were children.

Table 5 illustrates that only 3.2% of the total 409 respondents had visited the library. After eight months of operation this is rather small. However, a more encouraging figure emerges in Table 6. Of the people who knew of the library's existence, about 9% had visited it. These figures would indicate that greater advertisement of the library might increase attendance.

TABLE 5

Knowledge of Library

	N	Percent
Had visited library	13	3.2
Had knowledge of library but had not visited it	127	31.0
Had no knowledge of library	269	65.8
Total	409	100%

TABLE 6

Had or Had Not Visited Library

	N	Percent
Had visited library	13	9.3
Had not visited library	127	90.7
Total	140	100%

Table 7 lists reasons why respondents visited the El Centro Library. Each respondent could answer yes or no to each of the categories. Although the number of reasons listed are low, a pattern is emerging. The greatest number of responses are to read or borrow books, newspapers, or magazines which reflects the traditional view of library service.

TABLE 7

Reasons Given by Respondents for Visiting Library

	N
To read or borrow books, newspapers, or magazines	8
To use some records or cassettes	3
To get information	2
To meet friends	3
To attend a special program	1
To study or do homework	3
To take children there	1
Other reasons	1
Total	22

As mentioned earlier, of the 140 respondents who knew of the existence of the library, 127 (90.7%) had not visited the library. Table 8 outlines the reasons given by the respondents for not visiting the library. Respondents could answer yes or no to each category. The majority of respondents replied that they did not have time to visit the library.

TABLE 8

Reasons for not Visiting the El Centro Library

	N
El Centro de la Causa is a community center for children and teen agers, I would feel uncomfortable.	3
I live too far away from El Centro.	19
I do not like to read.	2
The library has no books or magazines that interest me.	0
I do not have time to visit the library.	87
Other reasons.	24
Total	135

Other Reasons

	N
Go to Pilsen Public Library	5
Not interested in libraries	14
Cannot read	2
Go to school or university library	2
Total	23

All 414 respondents were asked an open-ended question about the types of materials they would like to have in the El Centro Library regardless of whether they had ever visited it or not. Each respondent could list as many categories as he desired. The responses indicate that the Latin residents of the Pilsen community have a traditional view of public library service and are not aware of the variety of services that are available. Table 9 summarizes the data.

TABLE 9

Types of Materials Wanted in Library

	N
Fiction	72
Non-fiction	209
Phono-records, records	30
Tape cassettes, cassettes	9
Tapes made by local residents	2
Job information	20
Cons-mer information	19
Spanish translations of stories	26
Newspapers and magazines	2
Does not know, not interested	89
Mexican culture	6
Everything	36
Children's books	13
Materials in Spanish	10
Other	2
Total	545

Several trends emerge from the data presented in Table 9. Although the El Centro Library staff are committed to fostering the Mexican culture and are developing a vertical file of materials on the Chicano Movement, very few respondents listed these areas as being of particular interest to themselves. Perhaps the respondents did not view libraries as a source for this information.

Section 2 - Demographic Characteristics

The majority of respondents who answered the telephone survey said they could speak both languages. It was not possible in this study to determine the extent of facility in each language. Table 10 summarizes the findings.

TABLE 10

Languages Spoken by Respondents

	N	Percent
Speak Spanish only	182	44.5
Speak English only	8	1.9
Speak Spanish and English	219	53.6
Total	409	100%

The number of respondents who spoke English only is very low (1.9%). About half of the people spoke both languages while approximately 45% spoke Spanish only.

Table 11 shows that while slightly more than one-half of the people spoke both languages, more than two-thirds used Spanish the most often.

TABLE 11

Language Used Most Often

	N	Percent
Spanish	279	68.6
English	110	27.0
Both	18	4.4
Total	407	100%

Not only did the respondents prefer to speak in Spanish rather than in English but the majority (58.7%) also preferred to read in Spanish. Eight respondents offered the information that they could not read. Table 12 provides the data.

Although most of the respondents preferred to read in Spanish, only 36 respondents specified a desire for materials in Spanish or Spanish translations of stories. Eighty-nine respondents replied that they did not know or were not interested in any

particular library materials (Table 9).

While newspapers and magazines generally are a basic component of even the most traditional library service, only two respondents specifically listed these items.

A conclusion that can be drawn from these figures is that the library must not only advertise its existence, but also the variety of its collection as well as the resources available through interlibrary loan.

TABLE 12

Preferred Reading Language

	N	Percent
Spanish	239	58.7
English	117	28.7
Both languages	43	10.6
Cannot read	8	2.0
Total	407	100%

Table 13 gives the breakdown of respondents by sex. Even though the interviewers called during the evenings and on Saturdays during the day, more women (57.6%) than men answered the telephone.

TABLE 13

Respondents by Sex

	N	Percent
Female	234	57.6
Male	172	42.4
Total	406	100%

Table 14 shows that the majority of respondents were not students.

TABLE 14

Student Status of Respondents

	N	Percent
Student	74	18.2
Non-student	333	81.8
Total	407	100%

The employment situation of the respondents is given in Table 15. Housewives accounted for 34% of the total while factory workers (50.3%) made up the majority.

TABLE 15

Employment Situation of Respondents

	N	Percent
Housewife	124	34.0
Retired	7	1.9
Unemployed	15	4.1
Work in factory	183	50.4
Office employee	29	8.0
Professional	4	1.1
Other	2	.5
Total	364	100%

Ages of respondents are given in Table 16. Since respondents were offered categories instead of giving their exact age, only 6 respondents refused to answer this question.

TABLE 16

Ages of Respondents

	N	Percent
12 years or less	8	2.0
13-19	66	16.2
20-29	127	31.3
30-49	145	35.7
50 or more	60	14.8
Total	406	100%

Section 3: Two-way Frequency Tables

Only one-way frequency tables have been discussed so far. However, it is possible to make comparisons between two dichotomous variables. Each variable contains various levels. For example, sex is a variable, male and female being the two levels. A two-way comparison simply puts down the frequencies and percentages within the various cells of the table. A cell is the intersection of the two variables.

The X^2 (chi square) statistic can be used with two-way tables to find out whether or not the distribution of the frequencies within the cells is random or if there is a significant pattern. Significance can be defined as being a judgment one makes to which is attached a certain level of confidence. X^2 enables one to estimate how indicative the sample is of the entire population. A general value used in library science is the .10 significance level, which shows 90% confidence. Some of the two-way tables have even higher significance levels of .05 (95%) and .01 (99%). The significance level -- .10, .05, or .01 -- will be represented by the symbol p, which stands for

the probability that the entries in the table are random. Each two-way table has a statement at the bottom; e.g., "$p<.05$". This means that the probability is less than 5% that the results in the table are random. A statement that "$p>.10$" should be taken to mean that the figures exhibit no significant pattern.

Following are some two-way tables in which the respondents' answers to one question are compared with answers to another question. Again, totals will vary because not every respondent answered every question.

TABLE 17

Knowledge of Existence of the Library Compared with Language Spoken

	YES	Percent of Total	NO	Percent of Total	Totals	Percent
People who speak Spanish	56	13.7	126	30.8	182	44.5
People who speak English	0	0.0	8	1.9	8	1.9
People who speak both languages	81	19.8	138	33.8	219	53.5
Totals	137	33.5	272	66.5	409	100%

$p<.05$

The probability that the responses are random is less than 5%. One reason is that the number of people (8) who spoke English only is very low. The respondents who spoke both languages (37%) had a greater probability of learning about the library than persons who spoke only Spanish (30.7%). These two figures are not shown in Table 17.

TABLE 18

Knowledge of Existence of the Library Compared with Preferred Reading Language

	YES	Percent of Total	NO	Percent of Total	Totals	Percent
Read Spanish	81	19.9	158	38.8	239	58.7
Read English	38	9.3	79	19.4	117	28.7
Read both	16	3.9	27	6.6	43	10.6
Cannot read	2	.5	6	1.6	8	2.0
Totals	137	33.6	270	66.3	407	100%

$p > .10$

Only 10.6% of the respondents read both languages as compared with 53.5% who spoke both languages (shown in Table 17). There was no significant pattern concerning knowledge of the library and preferred reading language.

TABLE 19

Knowledge of Existence of the Library Compared with Sex

	YES	Percent of Total	NO	Percent of Total	Totals	Percent
Female	91	22.4	143	35.2	234	57.6
Male	46	11.3	126	31.0	172	42.4
Totals	137	33.7	269	66.2	406	100%

$p < .05$

Of the 406 respondents, 57.6% were females, 42.4% were males. Only 26.7% of the men knew about the library as compared to 39% of the women (not shown in Table 19). Therefore, women had a greater probability than men of learning about the existence of the library. The probability is less than 5% that the results in the table are random.

TABLE 20

Knowledge of Existence of the Library Compared with Age

	YES	Percent of Total	NO	Percent or Total	Totals	Percent
12 yrs. or less	0	0.0	8	2.0	8	2.0
13-19	17	4.2	49	12.0	66	16.2
20-29	40	9.9	87	21.4	127	31.3
30-49	60	14.8	85	20.9	145	35.7
50 yrs. or more	20	4.9	40	9.8	60	14.8
Totals	137	33.8	269	66.3	406	100%

$p < .05$

Proportionately more people between the ages of 30-49 knew of the existence of the library than any other age group.

Children 12 years or less are under-represented in this sample (2%) because they generally do not answer the telephone when an adult is present.

TABLE 21

Knowledge of the Library Compared with Employment Situation

	YES	Percent of Total	NO	Percent of Total	Totals	Percent
Housewife	47	12.9	77	21.1	124	34.1
Retired	1	.3	6	1.6	7	1.9
Unemployed	3	.8	12	3.3	15	4.1
Factory worker	60	16.5	123	33.8	183	50.3
Office employee	14	3.8	15	4.1	29	8.0
Professional	4	1.1	0	0.0	4	1.1
Other	0	0.0	2	.5	2	.5
Totals	129	35.4	235	64.4	364	100%

$p < .05$

The majority of Latin people in the Pilsen community are blue collar workers. Many of the newer residents to the area come from Mexico or the Southwestern United States where public library service is poor. They are not accustomed to viewing the library as a source of information or recreation. Many

of the factory workers answered that they did not have time to visit the library or were not interested. However, office employees were more informed about the library than the first groups and, although the number of professional people is low (4), all knew of the El Centro Library.

TABLE 22

Language(s) Spoken Compared with Preferred Reading Language

	Speak Spanish	Percent of Total	Speak English	Percent of Total	Speak Both	Percent of Totals	Totals	Percent
Read Spanish	162	39.8	0	0.0	77	18.9	239	58.7
Read English	3	.7	8	2.0	206	26.0	117	28.7
Read both	10	2.5	0	0.0	33	8.1	43	10.6
Cannot read	6	1.5	0	0.0	2	.5	8	2.0
Totals	181	44.5	8	2.0	318	53.5	407	100%

$p<.01$

It is to be expected that there would be a high degree of significance in Table 22 between language spoken and preferred reading language. Three respondents answered that they read English only and spoke Spanish only. It is possible they misunderstood the interviewer's question.

TABLE 23

Sex Compared with Employment

	Female		Male		Totals	
	N	Percent of Total	N	Percent of Total	N	Percent
Housewife	123	33.9	1	.3	124	34.1
Retired	4	1.1	3	.8	7	1.9
Unemployed	4	1.1	10	2.7	14	3.8
Factory worker	56	15.4	127	35.0	183	50.6
Office employee	25	6.9	4	1.1	29	8.0
Professional	3	.8	1	.3	4	1.1
Other	0	0.0	2	.5	2	.5
Totals	215	59.2	148	40.7	363	100%

$p < .01$

The 1970 Census figures for the City of Chicago give the breakdown for the Spanish speaking population which includes Latins who are Puerto Rican, South American, etc. However, Table 23 concerns only the Pilsen community.

Approximately 40% of the women were employed. Most employed women in the Pilsen community were office employees whereas the men's major occupation was factory work.

III. Use of El Centro de la Causa Library

Design of the In-house Questionnaire

Since the El Centro Library is a new project with an expanding collection and services, a longitudinal evaluation of the use of the library was desired. A period of ten days was chosen to provide a large enough sample. Two Mondays, two Tuesdays, etc. were chosen. Because of meetings concerning other projects it was not possible to visit the library for

ten consecutive weeks. The El Centro Library staff was notified in advance of visitations. Table 24 gives the dates of the visits.

TABLE 24

Revised Schedule of Visits to El Centro Library from 10:30 a.m. - 8:00 p.m. Each Day

Wednesday,	April 24
Thursday,	May 2
Monday,	May 6
Friday,	May 17
Monday,	May 20
Tuesday,	May 28
Wednesday,	June 5
Friday,	June 21
Thursday,	June 27
Tuesday,	July 2

For the in-house questionnaire, an expanded version of the user ticket employed in the DeProspo, Altman, and Beasley study was adapted to obtain more detailed information about the patrons of the library. Two staff members from the Library Research Center alternated trips to the El Centro Library. One of the researchers was bilingual and Latin.

The questionnaire was given to a respondent only once. Respondents returning to the library on a subsequent day were not given the questionnaire but were included in the in-house use of materials and facilities. There were two versions of the questionnaire - one in Spanish and one in English. Of the total of 97 questionnaires completed by visitors to the library, 14 (14.4%) preferred the Spanish language questionnaire and 83 (85.6%) elected to answer the questions in English.

For young children who had difficulty in reading the questions, the LRC researcher read the questions and marked the answers for the child.

El Centro de la Causa staff members were not asked to complete the questionnaire since they were not considered to be a source of data on the information-seeking behavior of the general public. They were, however, counted in the in-house use of materials and facilities because they were users of these resources.

Analysis of User Data

One-way frequency tables were used to summarize the results of the in-house questionnaire (Tables 25-42).

TABLE 25

Number of Times Respondents Have Visited Library

	N	Percent
First Time	15	15.8
At Least Once Before	80	84.2
Total	95	100%

TABLE 26

Number of Times Respondents Visited Library Once or More

	N
Once before	5
Twice before	8
Three times	5
Four times or more	62
Total	80

Table 26 illustrates that there is a core of regular users who have visited the library four times or more.

TABLE 27

Why Respondents Were Visiting Library*

	N
To meet friends	22
To read or borrow books, magazines, or newspapers	60
To use some records or cassettes	6
To get information	32
To attend a special program	17
to study or do homework	16
Other	16
Total	169

Other Reasons for Visiting Library*

	N
Waiting for someone	4
Waiting for class to begin	7
To return books	2
To watch TV	3
Total	16

In Table 27 when people answered that they came to get information, it could have been a reference question, a request for materials on a certain subject, or a specific title request.

*Respondents could check as many reasons as applied to them.

TABLE 28*

How Visitors Learned of Existence of Library

	N
Learned from another person in the neighborhood	35
Read about it in a newspaper or advertisement	11
While visiting El Centro	45
Other	17
Total	108

Other Reasons*

	N
Learned about library in school	7
Learned from family member	7
Total	14

As noted in the telephone survey, the majority of respondents learned about the library through other people in the neighborhood. Visitors to the library reported similar sources. TV, radio, and advertisements had less impact on visitors, a finding which echoes the results of the telephone survey.

*Respondents could check as many reasons as applied to them.

TABLE 29*

Kinds of Materials Preferred by Visitors to Library

	N
Fiction	52
Non-fiction	51
Phono-records	14
Tape cassettes	8
Tapes made by local residents	
Job information	16
Consumer information	12
Grade school and high school texts in Spanish	14
Spanish translations of stories	9
Other	17
Total	193

Other Materials Preferred by Visitors to Library

	N
Films, movies, TV, games	9
Magazines	3
Research materials	3
Not interested	2
Total	17

In both the telephone and the in-house survey, less than 8% of the people interviewed mentioned a preference for materials on Mexican culture or the Chicano movement.

*Respondents could check as many reasons as applied to them.

TABLE 30

Language(s) Spoken by Visitors to Library

	N	Percent
Speak Spanish only	9	9.5
Speak English only	31	32.6
Speak both languages	55	57.9
Total	95	100%

Approximately 45% of the people who answered the in-house questionnaire were children twelve years of age and under. Many of the children said they spoke Spanish in the home and English in school and with friends. The elementary public schools do not have any instruction in Spanish nor are there any textbooks in the Spanish language.

TABLE 31

Language Used Most Often by Visitors to Library

	N	Percent
Spanish	22	23.2
English	67	70.5
Both	6	6.3
Total	95	100%

The visitors to the library do not represent a cross section of the general population in the Pilsen area.

Table 11 and Table 31 show almost complete reversals for language used most often. The telephone survey found that 68.6% of the people speak Spanish exclusively while only 23.2% of library visitors do. In Table 11 of the telephone survey, 27% speak English only while 70.5% (Table 32) speak English

exclusively. This is in part explained by the large number of children who completed the in-house questionnaire.

Similar findings are evidenced in Tables 12 and 32. In the telephone survey, 58.7% prefer to read in the Spanish language while only 14.7% of the visitors to the library express this preference.

TABLE 32

Preferred Reading Language of Visitors to Library

	N	Percent
Spanish	14	14.7
English	75	79.0
Both	6	6.3
Total	95	100%

TABLE 33

Sex of Visitors to Library

	N	Percent
Female	44	48.4
Male	47	51.6
Total	91	100%

TABLE 34

Grade Level of Students

	N	Percent
1-3	17	27.5
4-6	19	32.6
7-8	12	20.4
9-12	8	12.9
college	4	6.6
Total	62	100%

Students were the majority users of the El Centro Library, comprising about 64% of all the people who completed the in-house questionnaire. One-half of the students were in elementary of junior high levels. Most of the students were seeking recreational reading although some asked the library staff for materials on class projects. The public and parochial schools in the Pilsen area do not have separate rooms for libraries other than individual classroom collections.

TABLE 35

Employment Situation of Visitors to Library

	N	Percent
Housewife	5	16.1
Retired	0	0.0
Unemployed	3	9.7
Factory employee	12	38.7
Office or sales employee	4	12.9
Professional	7	22.6
Other	0	0.0
Total	31	100%

Professionals accounted for only 1.1% in the telephone survey (Table 15) but accounted for a greater proportional use of the library as shown in Table 35. This would be expected.

TABLE 36

Age of Visitors to Library

	N	Percent
12 years or less	41	44.6
13-19	20	21.7
20-29	17	18.5
30-39	13	14.1
50 or more	1	1.1
Total	92	100%

Table 36 illustrates that 66.3% of the users of the library were 19 years of age or less. This is not surprising in that many of the El Centro de la Causa community center programs involve children and young adults.

TABLE 37

Satisfaction with Library Materials or Information Desired

	N	Percent
Satisfied	46	70.8
Not satisfied	8	12.3
Partially satisfied	11	16.9
Total	65	100%

If "no" or "partially, what was the problem?

	N	Percent
Not enough materials	16	80.0
Not looking for any materials	3	15.0
Other	1	5.0
Total	20	100%

Visitors to the library were generally pleased with the facilities. Most of the people who were not satisfied wanted more materials. Some of the comments visitors wrote were:

"The books are too difficult."

"Want more books for my age group."

"Not well stocked to suit my needs."

"Not enough books on philosophy in the Spanish language."

"Not attuned to my professional needs."

TABLE 38

Current Participation in Any of the Programs Offered by El Centro de la Causa

	N	Percent
Participating	48	60.8
Not participating	31	39.2
Total	79	100%

TABLE 39

Suggestions and Comments about the Library

	N	Percent
Satisfied	16	34.0
Want more materials	22	46.8
More silence	4	8.5
Other	5	10.7
Total	47	100%

Some written comments were:

"It's very clean and you can see posters of Mexican heroes. I'm sure it's a nice place where I could come and study."

"They should have a deadline so they have to bring them (materials) back."

"Que ofrezcan mayor atención" (Would like more assistance from the library staff.)

"It's good because it's the closest library around."

"A section of hardcover books in the area of history, U.S. and Spanish, an overall variety of books."
"Possible expansion; wider variety in type of information available."
"More comics."
"Que se encuentre un poco más de silencio especialmente en horas de la tarde, ruidos causados por muchos ninos que solo viener a jugar y a gritar." (There should be more silence especially in the afternoon when there is too much noise because too many children come to the library only to play and scream.)

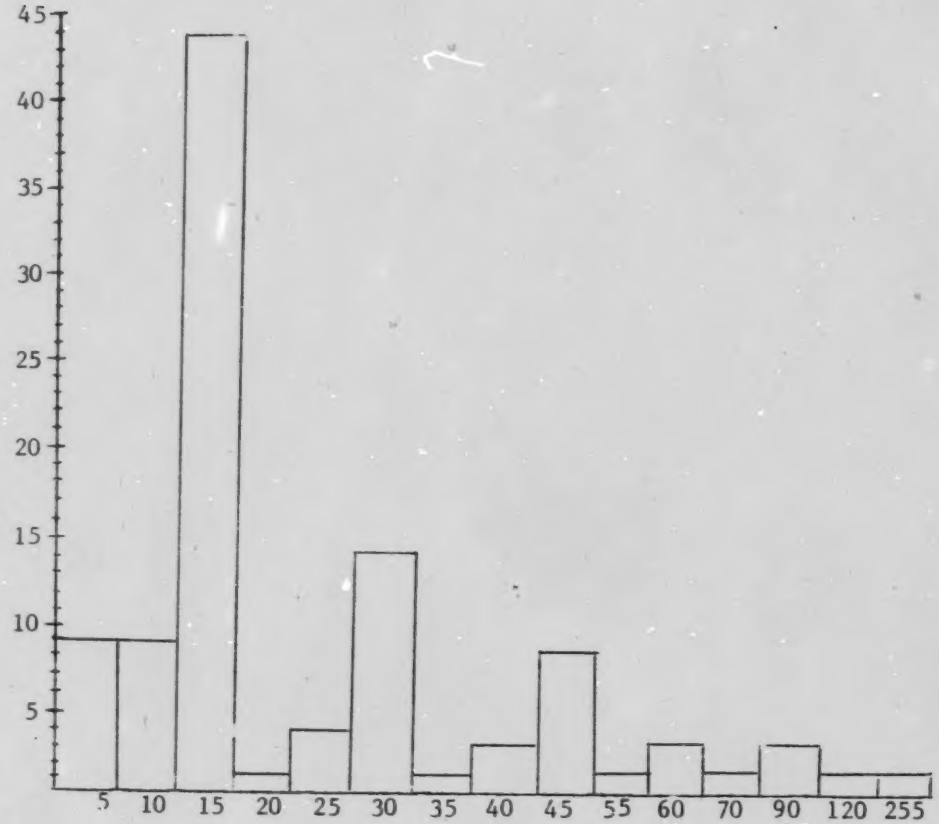
Table 40 shows that almost one-half of the visitors to the El Centro Library who completed the in-house questionnaire spent about fifteen minutes in the library. For all 97 visitors, each person spent an average of about 27 minutes.

Arrival and departure times of visitors were recorded on the in-house questionnaires in fifteen minute segments. Table 41 shows the pattern of use of the library by children and adults for the ten sample days. The hours from 9:00 a.m. - 10:00 a.m. and 8:00 p.m. - 9:00 p.m. were not observed. Each of the ninety-seven vertical lines represents one visitor.

The library had very low attendance in the morning hours. Children made increased use of the library over the noon hour. Attendance decreased from 1:00 to 4:00 p.m. The library had the greatest use in late afternoon and early evening, especially by adults.

TABLE 40

Total Time Spent in Library by 97
Visitors for Ten Days



2,615 Minutes total

26.9 Minutes average per person

TABLE 41

Usage of Library by Time of Day by Children and Adults

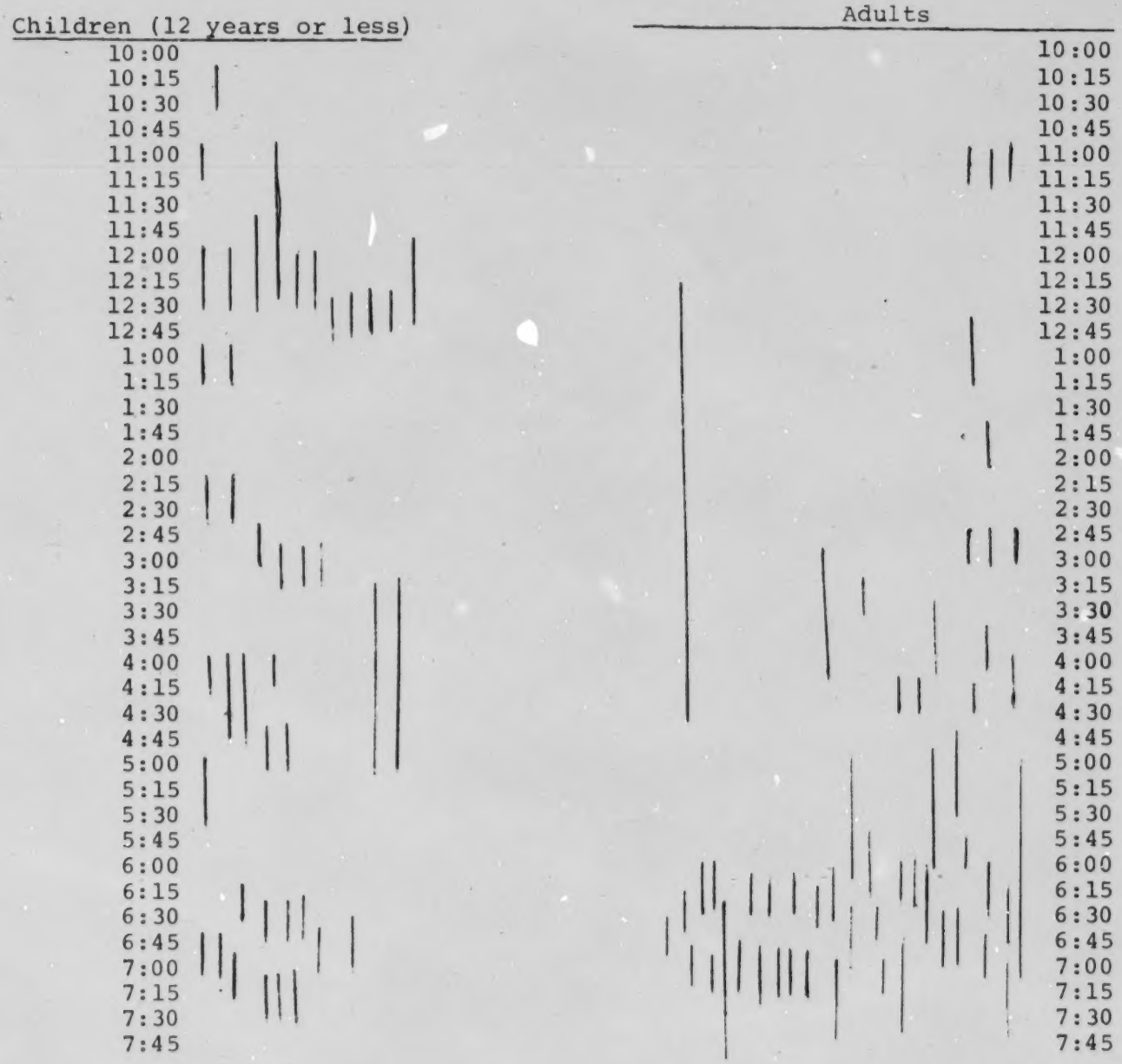


TABLE 42

Day of Week Visitors Were in Library

	N	Percent
Mondays	12	12.3
Tuesdays	9	9.3
Wednesdays	22	22.7
Thursdays	32	33.0
Fridays	22	22.7
Total	97	100%

Thursdays had the highest attendance because visitors waited in the library until a Spanish class began next door.

TABLE 43

Day of Year Visitors Were in Library

	N	Percent
April 24	16	16.6
May 2	13	13.4
May 6*	0	0.0
May 17	5	5.1
May 20	12	12.4
May 28	5	5.1
June 5	6	6.2
June 21	17	17.5
June 27	19	19.6
July 2	4	4.1
Total	97	100%

* Library closed at noon.

Two-way Frequency Tables

Tables 43-45 compare visitors' responses with two dichotomous questions in the in-house questionnaire. Because the sample of 97 is lower than the sample of 413 people who answered the telephone questionnaire there were fewer tables with a significance level of .10 or greater.

TABLE 44

Language Spoken Compared with
Preferred Reading Language

	Speak Spanish	Percent of Total	Speak English	Percent of Total	Speak Both	Percent of Total	Totals	Percent
Read Spanish	6	6.4	0	0.0	8	8.5	14	14.9
Read English	2	2.1	31	33.0	41	43.6	74	78.7
Read Both	1	1.1	0	0.0	5	5.3	6	6.4
Totals	9	9.6	31	33.0	54	57.4	94	100%

Only 6.4% of the visitors to El Centro Library read and speak Spanish exclusively, while 39.8% (Table 22) of the respondents to the telephone survey do. This result can be attributed to the fact that 44.6% of the visitors were children under 12 years old who are learning English exclusively in school.

TABLE 45

Language Used Most Often Compared with Student Status

	Speak Spanish	Percent of Total	Speak English	Percent of Total	Speak Both	Percent of Total	Total	Percent
Student	13	14.4	47	52.2	5	5.6	65	72.2
Non-student	8	8.9	17	18.9	0	0.0	25	27.8
Totals	21	23.3	64	71.1	5	5.6	90	100%

Table 45 illustrates that more students (52.2%) speak English only as compared with 18.9% for non-students. Almost three-fourths (72.2%) of the people who completed the question-

naire were students from primary grades through college.

TABLE 46

Language Spoken Compared with
Participation in a Program at El Centro

	Speak Spanish	Percent	Speak English	Percent	Speak Both	Percent	Totals	Percent
In program	5	6.3	18	22.8	25	31.6	48	60.8
Not in program	2	2.5	8	10.1	21	26.6	31	39.2
Totals	7	8.9	26	32.9	46	58.2	79	100%

The majority of people (60.8%) who visited the library were also participating in another program at El Centro. Some came to participate in educational programs, others came to take part in sports.

There were no significant patterns between the following variables: age and sex; student status and sex; age and satisfaction with library materials; age and time spent in the library; and, day of the year and age (there was no increase in attendance by children during summer vacation; by July 2 the library did not have any summer programs in operation for children).

IV. IN-HOUSE EVALUATION OF THE EL CENTRO LIBRARY

The De Prospo, Altman, and Beasley study using the performance measures for public libraries has been adapted to fit the situation at the El Centro Library. The library staff recorded the information on the "Patterns of Reference Use" and "Outside the Library Circulation" forms. An LRC staff member

recorded the following data: "Personnel Distribution", "In-library Use of Materials by Adults", "In-library Use of Materials by Children", "Equipment and Facilities Usage by Adults", and "Equipment and Facilities Usage by Children".

During the ten-day sampling period, a total of 147 people visited the El Centro Library for an average of 14.7 people a day. Of the 147, 25 (17%) were El Centro staff members and 122 (83%) were not.

TABLE 47

Visitors to El Centro Library

Date	Answered Questionnaire	Return Visit (had already answered questionnaire)	El Centro Staff Member
April 24	16	0	3
May 2	13	0	1
May 6	0	1	0
May 17	5	3	1
May 20	12	7	1
May 28	5	3	1
June 5	6	6	2
June 21	17	4	7
June 27	19	0	4
July 2	4	1	5
Totals	97	25	25

Each time a person entered the library, it was counted as a separate visit so that one individual could be counted several times. Children who ran through the library doors or played for a few minutes in the library were not included as users of the library facilities.

Table 48 gives the personnel distribution by hour of the day. The number of non-professionals fluctuated because some of them traveled to the main library of Chicago Public or worked on outreach programs. Table 49 itemizes the variety of activities in which the nonprofessionals were involved.

Table 48

PERSONNEL DISTRIBUTION

P= professional present
NP= nonprofessional present

Day		9	10	11	12	1	2	3	4	5	6	7	8
April 24													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		4	4	3	4	4	2	3	3	3	1	1
May 2													
	P		0	0	0	0	1	1	1	1	1	1	1
	NP		2	2	1	2	1	1	3	3	4	4	2
May 6													
	P		0	0		Library closed for Cinco de							
	NP		2	2		Mayo; petition passed around							
						El Centro that morning to close.							
May 17													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		1	1	1	1	1	1	1	1	1	1	1
May 20													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		2	3	1	4	4	3	3	4	2	1	1
May 28													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		1	2	1	3	3	3	3	3	3	2	2
June 5													
	P		0	0	0	0	1	1	0	0	0	0	0
	NP		3	3	3	4	5	3	3	2	3	3	2
June 21													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		2	2	2	2	2	3	3	2	1	2	2
June 27													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		2	2	2	2	2	3	3	1	2	2	2
July 2													
	P		0	0	0	0	0	0	0	0	0	0	0
	NP		3	3	2	3	2	4	4	1	1	1	1

Table 49

Personnel Involved in Special Programs

Date	Type of Program	No. in Program	Time
April 24	Staff meeting	4 NP	2:00-2:30
May 2	Workshop on storytelling presented by Extension Librarian from Chicago Public.	3 NP	1:00-3:00
	Film showing across hall, projector set up. No one came to the documentary. Several other organizations were holding meetings that evening.	1 NP	7:30
May 6	None		
May 17	None		
May 20	Craft program across hall -- 4 girls	1 NP	3:30-5:00
May 28	Angel Moreno, the AV specialist, taught a creative writing class to Latin prisoners at Pontiac Prison.		all day
	Isaura worked as a tutor with a group of young adults in a Mission in the El Centro area.		1:00-5:00
	Mario tutored a student in reading in the library.		3:30-4:30
June 5	Library staff meeting	5 NP 1 P	2:00-3:00
June 21	Library clerk instructed summer counselors at El Centro in techniques of storytelling.	1 NP	11:15-11:40
June 27	Staff member worked at Pontiac Prison	1 NP	all day
July 2	None		

Table 50

Patterns of Reference Use on an Hourly Basis for the Ten Days

Hour		Hour of Day											
		9	10	11	12	1	2	3	4	5	6	7	8
Question Posed	In Person		2		2		2					1	
	Telephone		2		2			1	1	1	1	1	
	Mail												
Questioner	Adult		4		3		2	1	1	1	1	2	
	Student				1								
	Other Library												
Type of Information Desired	Directional		3		3		3	1		1	1	2	
	Request for a Specific Title				1								
	Subject Areas								1				
	Ready Reference Tool												
	Research Question												
Sources Used to Answer	Card Catalogue				1								
	Reference Collection				1								
	Periodical								1				
	Vertical File												
	Other Source						1						
	Other Library												
	Other Agency												
	Not Answered		1										
(Referred to)	Chicago Public-Downtown												
	Other Agency												

Tables 50 and 51 illustrate that there was little reference use. Most of the questions that were asked were directional.

TABLE 51
Patterns of Reference Use for the Ten Days

4/24	5/22	5/6	5/17	5/20	5/28	6/5	6/21	6/27	7/2	Total			Hour
2	0	0	2	2	1			0		7		In Person	Question Posed
2	0	0	2		1	1	2	0	1	9		Telephone	
	0	0						0		0		Mail	
4			4	2	1	1	2		1	15		Adult	Questioner
					1					1		Student	
												Other Library	
4			4	1	1	1	2			13		Directional	Type of Information Desired
					1					1		Request for a Specific Title	
									1	1		Subject Areas	
												Ready Reference Tool	
												Research Question	
					1					1		Card Catalogue	Sources Used to Answer
					1					1		Reference Collection	
									1	1		Periodical	
												Vertical File	
				1						1		Other Source	
												Other Library	
												Other Agency	
					1*					1*		Not Answered	
												Chicago Public-Downtown	(Referred to)
												Other Agency	

*direct question not answered

Tables 52 and 53 list the in-library use of materials by adults and children. Since the number of visitors was small, each individual was counted so that hourly or half-hourly averages were not used. Only those items which patrons actually read or examined were recorded. Usage of materials and facilities by El Centro staff members was recorded separately.

The sample of ten days can be generalized to the entire ten week period of fifty days. Children used an average of 7.3 books a day in-house and an average of only 1.1 for periodicals in-house. Adults made use of an average 3.3 books a day in-house and .6 for periodicals. El Centro staff members made a slightly greater use of periodicals (1.6 a day).

Tables 56 and 57 list materials that were circulated outside the library. Tables 52, 53, 56 and 58 show that there is greater in-house use of materials than there is outside circulation. The DeProspo, Altman, and Beasley study had similar findings of in-house use. Although El Centro is attempting to develop audio-visual programs, children and adults overwhelmingly used print materials.

Tables 54 and 56 list the equipment and facilities usage for children and adults. The use of audio-visual equipment is very low. Attendance at films across the hall from the library was also very low.

Tables 58-61 provide a breakdown of the distribution of the print and nonprint collection of the El Centro Library. Items are broken down according to the categories as follows: hardback, paperback, and English and Spanish language.

TABLE 52

IN-LIBRARY USE OF MATERIALS BY CHILDREN**

	Books	Periodicals	Films	Total
April 24	16	4	0	20
May 2	14	0	0	14
May 6	0	0	0	0
May 17	5	0	0	5
May 20	2	1	0	3
May 28	0	0	0	0
June 5	4	1	0	5
June 21	17	0	0	17
June 27	2	0	0	2
July 2	13	5	0	18
Total for 10 days	73	11	0	84

TABLE 53

IN-LIBRARY USE OF MATERIALS BY ADULTS**

	Books	Periodicals	Films	Total
April 24	11	1*		11, 1*
May 2	1, 1*		1	2, 1*
May 6	1, 1*			1, 1*
May 17	1*	3*		4*
May 20	4	3, 1*		7, 1*
May 28	2*	3*		5*
June 5	1	1, 3*		2, 3*
June 21	2	4*		2, 4*
June 27	9, 1*	2, 1*		11, 2*
July 2	5	0	1*	5, 1*
Total	33, 6*	6, 16*	1, 1*	41, 23*

**Records were kept for Filmstrips, slides, videotapes, microforms, recordings, tapes, cassettes, and games but no use was made of them by children or adults.

*El Centro staff member (excluding library staff)

Table 54

EQUIPMENT AND FACILITIES USAGE BY CHILDREN

	4/24	5/2	5/6	5/17	5/20	5/28	6/5	6/21	6/27	7/2
Chairs ***	27	11	0	3	6	5	7	18	5	11
Record Players										
Cassette Recorders										
Tape Players										
Film Projectors								8		
Slide Projectors										
Filmstrip Projectors										
Arts & Craft Program										
Games										
Other (Specify, TV)								4		

Total = Chairs for 10 days 93 children, average of 9.3

Table 55

EQUIPMENT AND FACILITIES USAGE BY ADULTS

	4/24	5/2	5/6	5/17	5/20	5/28	6/5	6/21	6/27	7/2
Chairs ***	21,9*	5,1*	2	5,1*	16,1*	3,1*	5,2*	7,7*	13,4*	5*
Record Player										
Cassette Player										
Tape Player										
Film Projector		1**						1		
Slide Projector										
Filmstrip Projector										
Arts & Craft Program										
Games										
Other (Specify TV)										

Total = Chairs for 10 days = adults = 77, average of 7.7 chairs per day
El Centro staff = 31* = 3.1 chairs per day

*El Centro staff member

** Film projector set up for documentary. No one attended.

***There were approximately three tables and twelve chairs for patrons of the library.

Table 56

Outside-the-Library Circulation on an Hourly Basis

	PATRONS	MATERIALS CIRCULATED				
		ADULT		JUVENILE		TOTAL MATERIALS
		Books	Non-books*	Books	Non-books*	
Hour						
9-10						
10-11	2		10			10
11-12	3		2			2
12-1	4			4		4
1-2						
2-3	3	1		3		4
3-4	8			9		9
4-5	4			10		10
5-6	4	2		6	4	12
6-7				8		8
7-8						
8-9						
TOTAL	28	3	12	40	4	59
Average per day	2.8	.3	1.2	4.0	0	5.9

*Non-books include newspapers, magazines, records, cassettes, films, slides, etc.

A total of 59 books and non-books were circulated during the ten day sampling period. For the ten weeks, it can be generalized that an average of 5.9 items were borrowed each day.

TABLE 57

OUTSIDE-THE-LIBRARY CIRCULATION FOR THE TEN DAYS

Date	Patrons	Materials Circulated				Total Materials
		Adult		Juvenile		
		Books	Non-books	Books	Non-books	
April 24	5			15		15
May 2	5	2		6		8
May 6	0			0		0
May 17			7			7
May 20	6	1	5	4		10
May 28	3			3		3
June 5	3			5	4	9
June 21	1			2		2
June 27	1			1		1
July 2	4	—	—	4	—	4
Total	28	3	12	40	4	59

*El Centro Library staff did not consistently record the number of patrons who checked out materials.

TABLE 58

(Page 1)
Distribution of total sample*
according to the classification scheme
used at El Centro Library and Information Center

	history			social science			fiction		
	sample	total	%	sample	total	%	sample	total	%
English language hardback	19	380	63.3	7	140	19.4	6	120	17.6
English language paperback	6	120	20.0	19	380	52.8	23	460	67.7
Spanish language hardback	1	20	3.3	2	40	5.6	3	60	8.8
Spanish language paperback	4	80	13.4	8	160	22.2	2	40	5.9
Totals	30	600	100%	36	720	100%	34	680	100%
Percent of total (2200 titles)			16.3%			15.3%			4.5%

*Sample of every 20th catalog card for titles in author/title file according to the following classification scheme used at the El Centro Library. Children's and adult books are interfiled.

history - dark blue
social science - red
fiction - green
drama, literature - yellow
reference books - black
phil., religion - light blue
science, math. - yellow-green
education, careers - purple
arts, crafts - orange
picture books - white

Table 59 itemizes El Centro's Library collection of books by subject.

Fiction accounts for just 4.5% of the collection while history and social science comprise almost 32% of the holdings. Reference titles make up only 2.2% of the collection.

TABLE 58

(Page 2)
Distribution of total sample
according to the classification scheme
used at El Centro Library and Information Center

	drama, lit.			phil., religion			science, math		
	sample	total	%	sample	total	%	sample	total	%
English language hardback	1	20	10	0	0		15	300	75
English language paperback	3	60	30	3	60	100%	1	20	5
Spanish language hardback	4	80	40	0	0		2	40	10
Spanish language paperback	2	40	20	0	0		2	40	10
Totals	10	200	100%	3	60	100%	20	400	100%
Percent of total (2200 titles)			4.5%			1.3%			9.0%

TABLE 58

(Page 3)
Distribution of total sample
according to the classification scheme
used at El Centro Library and Information Center

	ed., careers			arts, crafts			reference			picture books		
	sample	total	%	sample	total	%	sample	total	%	sample	total	%
English language hardback	7	140	38.9	5	100	16.7	2	40	40	24	480	66.7
English language paperback	8	160	44.5	14	280	46.7	3	60	60	7	140	19.4
Spanish language hardback	2	40	11.1	7	140	23.3	0	0		3	60	8.3
Spanish language paperback	1	20	5.5	4	80	13.3	0			2	40	5.6
Totals	18	360	100%	30	600	100%	5	100	100%	36	720	100%
Percent of total (2200 titles)			8.1%			13.5%			2.2%			16.3%

TABLE 59

Distribution of titles held by
El Centro Library and Information Center according to language

	history			social science			fiction		
	sample	total	%	sample	total	%	sample	total	%
English lang.	25	500	83.3	26	520	72.2	29	580	85.3
Spanish lang.	5	100	16.6	10	200	27.8	5	100	14.7

	drama, literature			philosophy, religion			science, math		
	sample	total	%	sample	total	%	sample	total	%
English lang.	4	80	40	3	60	100	16	320	80
Spanish lang.	6	120	60	0	0	0.0	4	80	20

	ed., careers			arts, crafts			reference		
	sample	total	%	sample	total	%	sample	total	%
English lang.	15	300	83.3	19	380	63.3	5	100	100
Spanish lang.	3	60	16.7	11	220	36.7	0	0	0.0

	picture books		
	sample	total	%
English lang.	31	620	86
Spanish lang.	5	100	14

	sample	total	%
Total books in English:	173	1,730	78%
Total books in Spanish:	49	490	22%
Totals	222	2,220	100%

Table 60 gives the breakdown of titles according to language. Over three-fourths (78%) of the titles are in English while the remaining one-fourth are in Spanish. There are no reference or philosophy and religion titles in the Spanish language. Drama and literature is the only category in which the Spanish language predominates. The library collection is heavily oriented toward users who read English.

TABLE 60

Distribution of titles held by
El Centro Library and Information Center according to form

	history			social science			fiction		
	sample	total	%	sample	total	%	sample	total	%
paperback	10	200	33.3	27	540	75	25	500	73.5
hardback	20	400	66.7	9	180	25	9	180	26.5

	drama, lit.			phil., religion			science, math		
	sample	total	%	sample	total	%	sample	total	%
paperback	5	100	50	3	60	100	3	60	15
hardback	5	100	50	0	0	0	17	340	85

	ed., careers			arts, crafts			reference		
	sample	total	%	sample	total	%	sample	total	%
paperback	9	180	50	18	360	60	3	60	60
hardback	9	180	50	12	240	40	2	40	40

	picture books		
	sample	total	%
paperback	9	180	25
hardback	27	540	75

	sample	total	%
Total books in paperback:	112	1,120	51%
Total books in hardback:	10	1,000	49%
Totals	222	2,220	100%

The entire book collection is evenly distributed between paperbacks (51%) and hardbacks (49%) as shown in table 61. Paperbacks comprise the majority of titles in the following categories - fiction, social science, philosophy/religion, arts/crafts, and reference. Whereas, hardbacks predominate in history, science/math, and picture books. Drama/literature and education/careers are equally divided between the two forms.

TABLE 61

Holdings of Records, Pamphlets, and Periodicals
at El Centro de la Causa Library and Information Center
as of April 24, 1974

	Records		Pamphlets		Periodicals	
	Number	%	Number	%	Number	%
Spanish language	8	61.5	2	14.3	37	32.5
English language	5	38.5	12	85.7	77	67.5
Total	13	100%	14	100%	114	100%

The English language predominates in the collection of pamphlets and periodicals. Although the collection is small and growing, the majority of the records are in Spanish.

V. SUMMARY AND CONCLUSIONS

The monthly reports submitted by the El Centro Library during the ten week survey period show a higher average daily attendance (25) than the average of 14.9 people a day observed by the LRC researchers. Because the El Centro staff were making estimates while the researcher was making actual head counts, this would explain the discrepancy. The ten days represent a 20% sample which may be generalized to the entire ten week period so that averages for attendance, reference questions asked, circulation, in-house use of materials and facilities can be meaningfully extrapolated.

It is to be commended that the El Centro Library is seeking a full-time Chicano librarian for its second year of operation. While the clerical staff are Chicano and from the Pilsen community, effective, long-range, outreach services need to be coordinated so that the full services offered by the library can be utilized. For example, during the ten-day sampling period, specific requests by patrons for additional materials were not forwarded to the main library of Chicago Public or through the interlibrary loan network.

The entire El Centro staff are interested and involved in the problems of the community. They are committed to the concept of outreach services not only in the Pilsen area but to Chicanos throughout Chicago. Two of the staff members were working with Chicano prisoners at the Pontiac State Prison instructing them in creative writing, film

making, and photography. Books and other materials have been loaned to the prisoners.

With the hiring of a researcher to gather copies of studies and newspaper clippings on Chicano culture, history, and politics, the El Centro Library is beginning to acquire a collection of vertical file materials it feels is relevant to the Pilsen community.

While some of the library staff have been involved in outreach services, the clerical staff is too large. They do not have a variety of constructive activities to perform in the library. Much of it is "busy work".

When the El Centro Library was established the intention, as stated in its proposal, was to offer a wide range of library services to the "more than five thousand people who use the Center monthly." In terms of people who actually came to the library during the sampling period of ten weeks, a generous figure based on the visitations of this writer would have been two thousand people a month whether they were enrolled in formal programs or not. Some of these visitors would be counted twice or more because they were attending scheduled classes.

A situation that will continue to be a problem for outreach by the library is its poor physical location on the third floor in the rear of the building. This becomes especially acute in an area of high mobility where people are regularly moving in and out of the community. One option is that the library have an on-going, intensive public relations program

to acquaint the Latin community with the variety of services it offers.

Another possibility is that the library have its own storefront location where it could have maximum visibility and ease of access for all age groups. While El Centro de la Causa is a community center, it still does not reach a large segment of the adult Chicano population as was evidenced in the telephone and in-house questionnaires. If the purpose of the El Centro Library is to serve the people who use El Centro de la Causa, it is fulfilling its function since over 60% of the people who visited the library during the sampling period were also formally enrolled in a program at the community center. If the library's purpose is to serve as a resource for the Chicano community, it will need to have a more aggressive program to reach people who are not accustomed to viewing the library as a source of information.

This evaluation had not attempted to include all the information available concerning the library. Much more additional information is available from the records of Special Extension Services and the people who are involved in this outreach program on a daily basis.

VI. APPENDICES

Appendix A

62

Code no.

LIBRARY RESEARCH CENTER
UNIVERSITY OF ILLINOIS
220 Armory Building
Champaign, Illinois 61820

El Centro Library and Information Telephone Survey

Good evening (afternoon, etc.). Is this the _____ residence? My name is _____. We are making a telephone survey about El Centro de la Causa Library at 731 W. 17th Street. I would like to ask you some questions. It is going to take only 3 minutes.

1. Do you know that El Centro de la Causa at 731 W. 17th Street has a Library?

   Yes ___ go to question 2
   No ___ skip to question 7

2. How did you learn about the Library in El Centro?

	Yes	No	
a.	___	___	You learned about it from another person in the neighborhood.
b.	___	___	You read about it in a newspaper or flier.
c.	___	___	You learned about it while visiting El Centro.
d.			Other (please specify)

3. Have you ever visited the library located in El Centro?

   Yes ___ go to question 4
   No ___ go to question 4 then 6

4. Has any other member of your family living at this residence visited El Centro's Library in the last 30 days?

   Yes ___ go to 4a
   No ___ go to question 5

   a. If yes, which family member? _____

5. Why do you go to the Library?

	Yes	No	
a.	___	___	to read or borrow books, newspapers, or magazines?
b.	___	___	to use some records or cassettes?
c.	___	___	to get information?
d.	___	___	to meet friends?
e.	___	___	to attend a special program?
f.	___	___	to study or do homework?
g.	___	___	to take children there?
h.			Other (please specify)

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6. For what reasons don't you go to the library?

	Yes	No	
a.	___	___	El Centro de la Causa is a community center for children and teen agers. I would feel uncomfortable
b.	___	___	I live too far away from El Centro.
c.	___	___	I do not like to read.
d.	___	___	The library has no books or magazines that interest me.
e.	___	___	I do not have time to visit the library.
f.	Other (please specify)		

7. (This is an open-ended question)
What materials would you like to have in the Library?

	Yes	No	
a.	___	___	fiction
b.	___	___	non-fiction
c.	___	___	phono-records
d.	___	___	tape cassettes
e.	___	___	tapes made by local residents
f.	___	___	job information
g.	___	___	consumer information
h.	___	___	Spanish translations of stories

8. Do you speak

a. Spanish only ___
b. English only ___
c. Spanish and English ___

9. What language do you use most often?

a. Spanish ___
b. English ___

10. In what language do you prefer to read?

a. Spanish ___
b. English ___

11. Sex

a. Female ___
b. Male ___

12. Are you a student?

a. Yes ___
b. No ___

13. What is your employment situation?

a. ___ housewife
b. ___ retired
c. ___ unemployed
d. ___ work in factory
e. ___ office employee
f. ___ professional
g. ___ other

14. In what age group would you be?

a. ___ 12 years or less
b. ___ 13-19
c. ___ 20-29
d. ___ 30-49
e. ___ 50 or more

Code no.

LIBRARY RESEARCH CENTER
UNIVERSITY OF ILLINOIS
220 Armory Building
Champaign, Illinois 61820

Estudio telefónico sobre la Biblioteca y Centro de Información de El Centro de la Causa

Buenas noches (o días). ¿Es la familia _____? Me llamo _____. Estamos haciendo un estudio sobre la Biblioteca del Centro de la Causa localizada en la Calle 17 Oeste no. 731. Vamos a hacerle algunas preguntas y solamente tomaremos 3 minutos de su tiempo.

1. ¿Sabe usted que El Centro de la Causa tiene une Biblioteca?

   Si ___ continuar en la pregunta 2
   No ___ seguir en la pregunta 7

2. ¿Cómo se enteró que en el Centro hay una Biblioteca?

	Si	No	
a.	___	___	Por medio de un vecino
b.	___	___	Lo leyó en el periódico, en un anuncio o folleto
c.	___	___	Se enteró cuando visitó El Centro
d.	Por otros medios (Explique) _____		

3. ¿Ha visitado la Biblioteca que está en El Centro?

   Si ___ continuar en la pregunta 4
   No ___ seguir en la pregunta 4, luego en la 6

4. ¿Algún familiar suyo que vive en El Barrio, ha visitado la Biblioteca de El Centro en los últimos 30 días?

   Si ___ continuar en la pregunta 4a
   No ___ seguir en la pregunta 5
   a. Si contesta que si, ¿qué parentesco tiene con usted? _____

5. ¿Por cuales de los siguientes motivos va usted a la Biblioteca?

	Si	No	
a.	___	___	para leer o tomar libros prestados
b.	___	___	para leer periódicos y revistas
c.	___	___	para escuchar discos o grabaciones
d.	___	___	para conseguir información sobre algun tema
e.	___	___	para reunirse con amigos
f.	___	___	para ver algún programa especial
g.	___	___	para estudiar o hacer las tareas escolares
h.	___	___	para llevar a los niños
i.	Por otras razones (Explique) _____		

_____

6. ¿Por cuáles de las siguientes razones no va usted a la Biblioteca?

	Si	No	
a.	___	___	El Centro de la Causa es un centro de la comunidad para niños y adolescentes, por lo tanto me sentiría fuera de lugar allí.
b.	___	___	Vivo muy lejos de El Centro.
c.	___	___	No me gusta leer.
d.	___	___	La Biblioteca no tiene los libros y revistas que me interesan.
e.	___	___	No tengo tiempo de ir a la Biblioteca.
f.	Otras razones (Explique) _____		

_____

7. (Hacer la pregunta y dejar la contestación abierta, luego marcar donde corresponda esa contestación.) Que cosas le gustaría encontrar en la Biblioteca?

	Si	No	
a.	___	___	ficción (cuentos, novelas, etc.)
b.	___	___	obras generales (historia, ciencia, filisofía, psicología, educación, etc.)
c.	___	___	discos
d.	___	___	grabaciones en "cassette"
e.	___	___	grabaciones locales hechas por residentes del Barrio
f.	___	___	información sobre oportunidades de empleo
g.	___	___	información para los consumidores
h.	___	___	cuentos y novelas traducidas al español
i.	Otros (Explique) _____		

_____

8. ¿Habla usted...

Español solamente? ___
Inglés solamente? ___
Español e Inglés? ___

9. ¿Qué idioma utiliza con mas frecuencia?

a. Español ___
b. Inglés ___

10. ¿En qué idioma prefiere leer?

a. Español ___
b. Inglés ___

11. Sexo

a. Femenino ___
b. Masculino ___

12. ¿Esta estudiando?

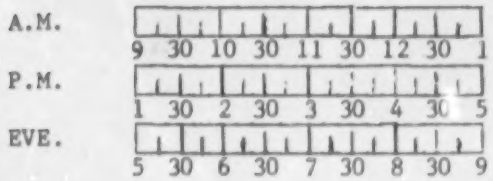
a. Si ___
b. No ___

13. ¿En qué está trabajando actualmente?

a. ___ ama de casa
b. ___ retirado
c. ___ desempleado
d. ___ empleado de fábrica (operario, chofer, etc.)
e. ___ empleado de oficina o vendedor
f. ___ profesional
g. ___ otros

14. ¿Podría decirnos a que grupo de edades pertenece usted?

a. ___ 12 o menos
b. ___ 13-19
c. ___ 20-29
d. ___ 30-49
e. ___ 50-



Use of El Centro de la Causa Library

The El Centro Library is interested in your reaction to the library and its materials. We would appreciate it if you would answer these few questions and return this folder to the person at the door.

1. Before today, have you ever visited the Library located in El Centro?
   Yes ___ No ___

   If Yes, how many times?
   once ___ three times ___
   twice ___ more ___

2. Why are you visiting the library today? Please circle Yes or No for each question.

		Yes	No
a.	To meet friends?	1	2
b.	To read or borrow books, magazines or newspapers?	1	2
c.	To use some records or cassettes?	1	2
d.	To get information?	1	2
e.	To attend a special program?	1	2
f.	To study or do homework?	1	2
g.	Other (specify) _____		

3. How did you learn about the Library and Information Center in El Centro?

		Yes	No
a.	You learned about it from another person in the neighborhood?	1	2
b.	You read about it in a newspaper or advertisement?	1	2
c.	You learned about it while visiting El Centro?	1	2
d.	Other (specify) _____		

4. When you come to El Centro's Library what kind of materials do you like to have?

		Yes	No
a.	Fiction?	1	2
b.	Non-fiction?	1	2
c.	Phono-records?	1	2
d.	Tape cassettes?	1	2
e.	Tapes made by local residents?	1	2
f.	Job information?	1	2
g.	Consumer information?	1	2
h.	Grade school and high school texts in Spanish?	1	2
i.	Spanish translations of stories?	1	2
j.	Other (specify) _____		

5. Do you speak: a. Spanish only? 1
   b. English only? 2
   c. Spanish and English? 3

6. What language do you use most often? (Circle one)
   a. Spanish 1
   b. English 2

7. In what language do you prefer to read? (Circle one)
   a. Spanish 1
   b. English 2

8. (Circle one) a. Female 1
   b. Male 2

9. Are you a student?
   a. Yes ___
   grade ___
   b. No ___

10. What is your occupation?
   a. Housewife 1
   b. Retired 2
   c. Unemployed 3
   d. Factory employee 4
   e. Employed in an office or salesman 5
   f. Professional 6
   g. Other (specify) _____ 7

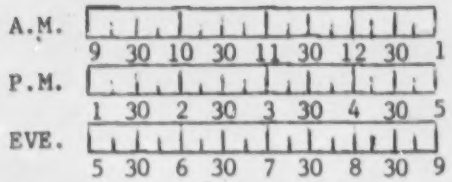
11. In what age group would you be?
   a. 12 years or less 1
   b. 13-19 2
   c. 20-29 3
   d. 30-49 4
   e. 50 or more 5

12. Did you find the library materials or information you wanted?
   a. Yes 1
   b. No 2
   c. Partially 3

13. If "no or "partially what was the problem? _____
_____

14. Are you currently participating in any of the programs offered by El Centro de la Causa?
   a. Yes 1
   b. No 2

15. We would appreciate any other suggestions or comments you have about El Centro's library. _____
_____



Uso de la Biblioteca de El Centro de la Causa

La Biblioteca de El Centro de la Causa está interesada en saber su opinión sobre la Biblioteca y sus materiales (libros, revistas, discos, etc.). Le agradeceremos conteste las siquientes preguntas y luego regrese este formulario a la persona que estará recogiéndolos en la puerta.

1. ¿Ha visitado la Biblioteca de El Centro en otras ocasiones?
   Si ___ No ___
   Si contesta que si, ¿en cuántas ocasiones?
   Una vez ___
   Dos veces ___
   Tres veces ___
   Más de tres veces ___

2. ¿Por cuales de las siguientes razones viene usted a la Biblioteca? Favor de contestar cada pregunta marcando con un círculo cualquiera de los dos números si su contestación es si o no.

		Si	No
a.	A reunirse con sus amigos	1	2
b.	Para leer o tomar prestados libros, revistas o periódicos.	1	2
c.	Para escuchar discos o grabaciones	1	2
d.	Para buscar información sobre algún tema	1	2
e.	Para ver un programa especial	1	2
f.	Para hacer las tareas escolares	1	2
g.	Por otros motivos (Explique) _____		

3. ¿Cómo se enteró de la existencia de la Biblioteca en El Centro?

		Si	No
a.	Por medio de un vecino	1	2
b.	Lo leyó en el periódico, en un anuncio o folleto	1	2
c.	Se enteró cuando visitó El Centro	1	2
d.	Otras razones (Explique) _____		

4. ¿Qué materiales le gusta utilizar cuando visita la Biblioteca de El Centro?

		Si	No
a.	Ficción (novelas, cuentos, etc.)	1	2
b.	Otros temas (historia, ciencia, etc.)	1	2
c.	Discos	1	2
d.	Grabaciones	1	2
e.	Grabaciones hechas localmente por residentes del Barrio	1	2
f.	Información sobre oportunidades de empleo	1	2
g.	Informacion para los consumidores	1	2
h.	Libros de texto en español	1	2
i.	Cuentos y novelas traducidas al español	1	2
j.	Otros materiales (Explique) _____		

5. (Marque con un círculo el número que conteste la pregunta)
¿Habla usted...
   a. Español solamente? 1
   b. Inglés solamente? 2
   c. Español e Inglés 3

6. (Marque con un círculo el número que conteste la pregunta)
¿Qué idioma utiliza con más frecuencia?
   a. Español 1
   b. Ingles 2

7. (Marque con un círculo el número que conteste la pregunta)
¿En qué idioma prefiere leer?
   a. Español 1
   b. Inglés 2

8. Sexo
   a. Femenino 1
   b. Masculino 2

9. ¿Está estudiando?
   a. Si 1
      ¿En qué grado? _____
   b. No 2

10. ¿En qué está trabajando actualmente?
   a. Ama de casa 1
   b. Retirado 2
   c. Desempleado 3
   d. Empleado de fábrica 4
   e. Empleado de oficina o vendedor 5
   f. Profesional 6
   g. Otro (Explique) _____ 7

11. ¿Podría decirnos que grupo de edades pertenece usted?
   a. 12 o menos 1
   b. 13-19 2
   c. 20-29 3
   d. 30-49 4
   e. 50- 5

12. ¿Consiguió el material o información que buscaba en la Biblioteca?
   a. Si 1
   b. No 2
   c. Parcialmente 3

13. Si contesta que "no" o "parcialmente" ¿por qué no lo consiguió?
_____
_____

14. ¿Está asistiendo regularmente a algun programa ofrecido por El Centro?
_____

15. Agradeceríamos cualquier comentario o sugerencia que desee hacer sobra la Biblioteca de El Centro. _____

Appendix C

General Directions to El Centro Library staff:

No materials or equipment used within the library on data collection days are to be reshelved until the analysis is completed.

a. If it is necessary to gather books from table tops to make space, this is allowable provided that the information is recorded before the books are reshelved.
b. No item is to be returned to its proper place until full information is taken.

For each hour of the day, I will keep a count of the following:

a. Number of patrons who check out materials.
b. Materials circulated:
    1. Adult or Juvenile
    2. Book or Non-book

Appendix D

Directions for Patterns of Reference Use

A. Explanation of Categories
   1. "Question Posed" = self-explanatory
   2. "Questioner":
      a. Adult = any person beyond high school
      b. Student = all students through high school
      c. other library or service agency = questions referred to your library from another library or an agency
   3. "Type of Information Desired":
      a. Directional = Location of materials or facilities within the library, hours, library policies, etc.
      b. Request for a Specific Title: Specific author or title verification request
      c. Subject Areas = requests for materials on a specific subject
      d. Ready Reference tool = request for specific information which may be answered with a short or simple answer
      e. Research Question = request for specific information which requires extensive research

B. Recording the Questions
   1. Each line represents one question.
   2. Write the hour the question was asked. For example: 3:50 would be recorded as 3.
   3. Put a check mark in the appropriate box for each category. You may check more than one box in the "sources used" category.
   4. Do not count and record the number of questions per hour.

Date of Data Gathering _____

Patterns of Reference Use
(Each line represents one question.)

Hour	Question Posed	Questioner	Type of Information Desired	Sources Used to Answer	(Referred to)
	In Person	Adult	Directional	Card Catalogue	Chicago Public-Downtown
	Telephone	Student	Request for a Specific Title	Reference Collection	Other Agency
	Mail	Other Library	Subject Areas	Periodical	
			Ready Reference Tool	Vertical File	
			Research Question	Other Source	
				Other Library	
				Other Agency	
				Not Answered	

Appendix E

Date of Data Gathering _____

Outside-the-Library Circulation

	PATRONS	MATERIALS CIRCULATED				
		ADULT		JUVENILE		TOTAL
		Books	Non-books	Books	Non-books	
Hour						
9-10						
10-11						
11-12						
12-1						
1-2						
2-3						
3-4						
4-5						
5-6						
6-7						
7-8						
8-9						
TOTAL						

Appendix F

Date of Data Gathering _____

Personnel Distribution
(Public service personnel only)

Name of Dept.	No. of Profes - sionals Assigned	No. of Non-Pro- fessionals Assigned*	Public service personnel on duty by hour of day														
				9	10	11	12	1	2	3	4	5	6	7	8		
			P														
			NP														
			P														
			NP														
			P														
			NP														
			P														
			NP														
			P														
			NP														
			P														
			NP														
			P														
			NP														
			P														
			NP														

* Include staff involved in arts and crafts program and tutoring program in room other than library.

Appendix G

IN-LIBRARY USE OF MATERIALS BY ADULTS

		9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
Books	Softcover												
	Hardcover												
Visual Materials	Films												
	Filmstrips												
	Slides												
	Videotape												
	Microform												
Audio Materials	Recordings												
	Tapes												
	Cassettes												
	Other, Specify Games												
	Arts and Crafts Program												
	Tutoring Program												

Appendix G

IN-LIBRARY USE OF MATERIALS BY CHILDREN

		9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
Books	Softcover												
	Hardcover												
Visual Materials	Films												
	Filmstrips												
	Slides												
	Videotape												
	Microform												
Audio Materials	Recordings												
	Tapes												
	Cassettes												
	Other, Specify Games												
	Arts and Crafts Program												
	Tutoring Program												

Appendix H

IN-LIBRARY USE OF FACILITIES BY ADULTS

	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
Film Projector												
Filmstrip Projector and Slide												
Cassette, Tape Recorder												
Record Player												

Appendix H

IN-LIBRARY USE OF FACILITIES BY CHILDREN

	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00
Film Projector												
Filmstrip Projector and Slide												
Cassette, Tape Recorder												
Record Player												